What is claimed is:

1. A self light emitting display device with a structure wherein a first electrode is formed on a transparent substrate, light emitting pixels by a light emission functional layer which is composed of at least one or more layers are formed on the first electrode, a second electrode is formed on the light emission functional layer, and the second electrode is covered with a sealing member, characterized in that the first electrode is constructed so as to allow light from the light emitting pixels to pass through the transparent substrate side, that the second electrode is constructed so as to allow light from the light emitting pixels to pass through the sealing member side, and that at least a part of the sealing member is formed of a light transmitting material.

2. The self light emitting display device according to claim 1, wherein the respective first and second electrodes are formed of a light transmitting electrically conductive material.

3. The self light emitting display device according to claim 1, wherein either the first electrode or the second electrode is formed of a light transmitting electrically conductive material, that the other electrode is formed of a metal material, and that at least one aperture for light transmission is formed on a part of the electrode layer formed of the metal material.

4. The self light emitting display device according to any one of claims 1 to 3, wherein a first light emitting area by the light emitting pixels formed in the transparent substrate side and a second light emitting area by the light emitting pixels formed in the sealing member side are formed on a same front and rear position respectively.

5. The self light emitting display device according to any one of claims 1 to 3, wherein the display area of the second light emitting area by the light emitting pixels formed in the sealing member side is smaller than that of the first light emitting area by the light emitting pixels formed in the transparent substrate side.

6. The self light emitting display device according to claim 4, which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

7. The self light emitting display device according to claim 5, which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern

or by a vertically symmetrical pattern.

8. The self light emitting display device according to claim 4, which is a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern and by being constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion.

9. The self light emitting display device according to claim 5, which is a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern and by being constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion.

10. The self light emitting display device according to any one of claims 1 to 3, wherein polarizing plates whose polarizing surfaces are mutually perpendicular are arranged in the transparent substrate side and the sealing member side, respectively, as the light emitting pixels are placed in a center between them.

11. Information equipment in which a self light emitting display device is loaded as a display wherein the information

equipment employing the self light emitting display device is constructed in such a way that a display image by light emitting pixels can be visually recognized from both front and rear surfaces of the display.

12. Information equipment employing a self light emitting display device according to claim 11, wherein a first light emitting area by light emitting pixels formed on one surface side of the display and a second light emitting area by light emitting pixels formed on the other surface side are formed on a same front and rear position in the display.

13. Information equipment employing a self light emitting display device according to claim 11, wherein the display area of the second light emitting area by the light emitting pixels formed in one surface side of the display is smaller than that of the first light emitting area by the light emitting pixels formed in the other surface side of the display.

14. Information equipment employing a self light emitting display device according to claim 12, which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

15. Information equipment employing a self light emitting display device according to claim 13, which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

16. Information equipment employing a self light emitting display device according to claim 12, wherein a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern is employed, and which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion by control signals.

17. Information equipment employing a self light emitting display device according to claim 13, wherein a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern is employed, and which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion by control signals.

18. Information equipment employing a self light emitting

display device according to any one of claims 12 to 17, wherein a discerning means for discerning which of the first light emitting area or the second light emitting area of the display is to be visually recognized is provided so that different image information is switched to be displayed based on information from the discerning means.

19. Information equipment employing a self light emitting display device according to any one of claims 12 to 17, wherein the light emitting pixels in the display are constituted by organic EL elements.

20. Information equipment employing a self light emitting display device according to claim 18, wherein the light emitting pixels in the display are constituted by organic EL elements.